

AGENDA ITEM: 6 Page nos. 4 - 73

Meeting	Finchley and Golders Green Area Environment Sub-Committee
Date	14 September 2011
Subject	Golders Green Town Centre Conservation Area Character Appraisal
Report of	Cabinet Member for Planning
Summary	Following an extensive public consultation exercise in Golders Green Town Centre, a Character Appraisal and Management Proposals have been prepared by the Council. This will provide the basis for future planning decisions and the groundwork for policies and projects that seek to preserve and enhance the character and appearance of this historic area, in line with the Three Strands Approach, UDP and emerging Local Development Framework.

Officer Contributors	Jonathan Hardy, Team Leader-Urban Design & Heritage Team
Status (public or exempt)	Public
Wards affected	Garden Suburb, Childs Hill
Enclosures	Appendix 1 – Table of Responses to consultation Appendix 2 – Golders Green Town Centre Conservation Area Character Appraisal, Management Proposals and Townscape Map
For decision by	Finchley and Golders Green Area Environment Sub-Committee
Function of	Executive
Reason for urgency / exemption from call-in (if appropriate)	Not Applicable

Contact for further information: Jonathan Hardy, Urban Design and Heritage Team 020 8359 4655

1. RECOMMENDATIONS

- 1.1 That the Sub-Committee notes the results of the public consultation exercise, the revised text and map for the Golders Green Town Centre Conservation Area Character Appraisal and Management Proposals.**

2. RELEVANT PREVIOUS DECISIONS

- 2.1 The Golders Green Town Centre was designated a Conservation Area in March 1998. Golders Green Town Centre Conservation Area Character Appraisal and Management Proposals were approved on the 27th July 2011, by a Delegated Powers Report. This document is a revision of a document approved by the Council on the 4th March 1998 (following a public consultation exercise).
- 2.2 In 2006, the Unitary Development Plan (UDP) was adopted by Cabinet. This is to be replaced by the emerging Local Development Framework (LDF). On the 29th March 2011, Cabinet approved the Core Strategy and Development Management Policies, for submission to the Secretary of State.
- 2.3 Delegated Powers Report 1326, 3 May 2011 - authorised a public consultation exercise with local residents and interested parties, the responses to which are recorded in Appendix 1: Summary of Responses.
- 2.4 A subsequent Delegated Powers Report 1371 (Cabinet Member in consultation with Officer) has approved (27 July 2011) the revised Character Appraisal and Management Proposals, following a consultation exercise. Approval was also given for additions to be made to the Council's Local List of Buildings of Architectural or Historic Interest.

3. CORPORATE PRIORITIES AND POLICY CONSIDERATIONS

- 3.1 Designating this conservation area has helped meet the Council's (2011-2013) Corporate Plan priorities and objectives of delivering a Successful London Suburb which is Clean, Green and Safe. Conservation area designation accords with the Council's 'Three Strands Approach' of Protection, Enhancement and Consolidated Growth, and in particular Strands 1 and 2.
- 3.2 Cabinet approved the Three Strands Approach in 2004, which seeks absolute protection of the Green Belt, Metropolitan Open Land and other valued open space from inappropriate development, the enhancement and protection of Barnet's suburbs, town centres and historic areas, and consolidated growth in areas in need of renewal and investment.
- 3.3 The Unitary Development Plan (UDP) adopted May 2006 sets out the development plan and conservation policies of the borough. In due course the UDP will be replaced by the LDF (Local Development Framework - the statutory spatial development plan for Barnet). The Core Strategy was submitted to the Secretary of State in summer 2011.

4. RISK MANAGEMENT ISSUES

- 4.1 The preparation of a Conservation Area Character Appraisal and Management Proposals is an important part of the process of designation and is referred to in the Borough's UDP (adopted 2006) and emerging LDF. Consultation with local residents, shopkeepers, other organisations and amenity groups ensures the document's ownership by and legitimacy to, the wider community.

5. EQUALITIES AND DIVERSITY ISSUES

- 5.1 The preservation and enhancement of the Golders Green Town Centre Conservation Area, as supported by the Character Appraisal and Management Proposals, will be of benefit to Barnet's diverse local community and the borough's rich and diverse heritage. The adoption of the Appraisal and Management Proposals will enhance Barnet's reputation as a desirable and pleasant place to work and live.

6. USE OF RESOURCES IMPLICATIONS (Finance, Procurement, Performance & Value for Money, Staffing, IT, Property, Sustainability)

- 6.1 The adopted documents and maps will be placed on the Council website to allow easy access, and consequently the printing of hard copies will be kept to a minimum. Any printing costs will be borne by the Environment, Planning and Regeneration Directorate as part of the approved budgets and recouped where possible through external charging.

7. LEGAL ISSUES

- 7.1 In line with Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990, the Council designated the Golders Green Conservation Area in 1998, with minor revisions and a Character Appraisal approved in 2005.
- 7.2 Legal issues in relation to the revision of the Golders Green Conservation Area Character Appraisal are as contained within the body of the report.

8. CONSTITUTIONAL POWERS

- 8.1 Council Constitution, Part 3, Responsibility for Functions - paragraph 3.10 details the functions of the Area Environment Sub-Committees which includes making recommendations to Cabinet on the designation of conservation areas.

9. BACKGROUND INFORMATION

- 9.1 The Character Appraisal for Golders Green Town Centre defines the special character of the Conservation Area and identifies those buildings, spaces and other features considered to be important. Issues and Management Proposals are also included which provide a valuable tool to inform the Council's planning practices and policies to promote the preservation and enhancement of the Conservation Area. The economic prosperity of Golders Green town centre can be improved by asserting its significance as a Heritage Asset. By positively improving the appearance and function, in particular of the predominately mixed use buildings, the opportunities for further economic activity and employment creation can be enhanced.
- 9.2 A number of additions to the Council's Local List of Buildings of Architectural and Historic Interest have been made and other buildings which are considered to make a positive contribution to the distinctive character and appearance of the Conservation Area have been identified and are shown on the Appraisal Map. The additions to the local list include the following:

- Exchange Mansions, Golders Green Road
- 2 – 2a Golders Green Road
- The Parade, 616 – 642 Finchley Road
- Crescent Parade, 867 – 893 Finchley Road and 1 – 21 Golders Green Road
- Telephone Exchange, Hoop Lane
- Refectory Public House at No. 911 Finchley Road
- St. Michaels Church, The Ridings
- West Heath Court, North End Road
- Annandale House, West Heath Avenue
- 2 Water Troughs at The War Memorial, Golders Green Road/Finchley Road.

9.3 PUBLIC CONSULTATION AND COMMUNITY ENGAGEMENT

- 9.3.1 English Heritage Guidance on Conservation Area Appraisals (paragraphs 3.1 and 3.2) states that “public participation should be an integral part of the appraisal process, and ... local consultation can help to bring valuable public understanding and ‘ownership’ to proposals for the area”.
- 9.3.2 In line with the Council’s approved Statement of Community Involvement, residents, businesses and religious institutions within the conservation area were consulted by letter, with an accompanying exhibition held at the Golders Green library. The public consultation exercise took place over a period of 21 days between 9th May and 30th May 2011. Approximately 900 letters were distributed throughout the Conservation Area. The draft documents were available on-line and hard copies were also available at the Golders Green library, and from Barnet House Planning Reception. A small exhibition of related photographs and maps was simultaneously held at the Golders Green Public Library between 9th-23rd May.
- 9.3.3 Copies of the draft Character Appraisal, Management Proposals and Appraisal Maps were made available for viewing on the Council website. A wide range of bodies were consulted including Transport for London, English Heritage, Network Rail and all Amenity Societies. Local ward councillors were also consulted.
- 9.3.4 A total of thirteen responses were received, seven of which were from individuals who responded through the public exhibition held at Golders Green Library. The principle issues which were raised, were mainly with regard to the improvement of the public realm. The results of the public consultation (with officer response and actions) are set out in the attached Appendix 1.
- 9.3.5 As a result of the comments received, some small amendments to the text of the appraisal document have been made to address these concerns, as noted within Appendix 1, under “Actions”.

9.4 NEXT STEPS

- 9.4.1 The character appraisal, appraisal map and management proposals will be posted on the Council website and hard copies made available for viewing. All owners/occupiers of buildings added to the Local List will be informed in writing.

10. LIST OF BACKGROUND PAPERS

- 10.1 Character Appraisal, Management Proposals and Appraisal maps for Golders Green Town Centre.
- 10.2 Correspondence received following public consultation in May 2011.
- 10.3 English Heritage Guidance on Conservation Area Appraisals, and the Management of Conservation Areas (February 2006).
- 10.4 PPS 5 (Planning for the Historic Environment) March 2010
- 10.5 DPR dated 3rd May 2011 authorising public consultation on the Golders Green Town Centre Conservation Area Character Appraisal.
- 10.6 DPR dated 27th July 2011 approving the Golders Green Town Centre Conservation Area Character Appraisal, Management Proposals and Appraisal Map.
- 10.7 Any person wishing to inspect the papers listed should telephone 0208-359-4655/4598

Legal: CH

Finance: JF

Appendix 1 - Golders Green (TABLE OF RESPONSES)

No.	Date	Comments received	Officer Response	Action
1	10/05/2011	<p>Dear Urban Design & Heritage Team,</p> <p>Thanks to your circular, today I visited Golders Green Library to see the 'exhibition'.</p> <p>Firstly, this strikes me as a somewhat grandiose way of defining what is essentially a tiny, single-item display at the entrance, a mere fragment compared to the bona fide exhibition (admittedly sponsored by Sainsbury's) entitled 'Revitalising Golders Green Town Centre' that was mounted at Golders Green Library in 2002. Whatever became of that initiative, by the way?</p> <p>Secondly, the display states that copies of its content are available at the library counter. I had no luck there, I'm afraid.</p> <p>Thirdly, and most importantly, the display is baffling. It's impossible to offer any kind of constructive comment for the simple reason that the display – supposedly a 'character appraisal' - doesn't identify any <i>issues</i>. It seems merely to announce that the principle of conservation is to be applied with regard to a certain designated area at Golders Green town centre. That's jolly nice to know and who could oppose such a notion? Is any of this in dispute? So what else is new? What's challenging and/or controversial about it? Are there any other areas that might qualify for inclusion? Are any of the designated areas or buildings officially listed anyway? (I believe that the former Hippodrome is, for instance). What about the practicalities of implementation? Are any tough choices to be made? Any priorities? Why are no costs – including costs to the rate-payer – mentioned? How does this relate, if at all, to the recent draconian cuts in public services spending?</p>	<p>Email sent:</p> <p>Many thanks for your email regarding the Conservation Area Character Appraisal. Whilst I am unable to offer comment on some of the more detailed matters, I am able to offer a response to the exhibition.</p> <p>My apologies that you were unable to locate the copy of the character appraisal at the counter. I, myself, took it over yesterday, and perhaps if you ask the manager, Lucy Mukuru, she would happily be able to provide you with the copy. I will check with her to ensure staff are aware of its location.</p> <p>With regard to the exhibition. We were restricted by the size, and day to day business of the library, as to what we were able to exhibit, and where, which explains the exhibitions' size and location. It is not in itself, the character appraisal, but simply there to inform interested resident of the public consultation and provide brief information about the character appraisal. A full copy of the appraisal can be found online at http://www.barnet.gov.uk/planning-consultations. However, I attach a copy to this email for your perusal.</p>	<p>Action – responded to by email as per officer response.</p>

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		<p>If I were of a suspicious nature, I might be tempted to think that the blandness and miniscule scale of this exercise are a ploy to enable Barnet Borough Council to push through some undesirable predetermined policy while being able to claim that the public was 'consulted' beforehand. What exactly we're being consulted about, however, remains a mystery.</p> <p>Are you able to enlighten me?</p>		
2	<p>Summary of Golders Green Business Forum 30th March 2011</p> <p>Summary of telephone conversation with Cllr. Susette Palmer Childs Hill Ward, 27th April 2011</p> <p>Email from Cllr. Susette Palmer Childs Hill Ward, 13th May 2011</p>	<p>The following issues were raised at a meeting of the Golders Green Business Forum:</p> <ul style="list-style-type: none"> • That the appearance of Golders Green had deteriorated significantly over the last few years • Parking was an issue affecting business adversely • Crime and anti-social behaviour was on the increase <p>The Forum was advised that the Council was preparing a conservation area appraisal for the Golders Green Town Centre Conservation Area which would be a good opportunity to promote the town centre.</p> <p>The Councillor raised the following issues:</p> <ul style="list-style-type: none"> • The War Memorial Clock should be corrected • Raised concern over the "uncared for look" of the public realm and suggested more emphasis should be placed on this in the document • Whether hanging baskets would improve the appearance of the public realm and ways of facilitating this <p>The following points are summarised:</p> <ul style="list-style-type: none"> • Queried why Golders Green could not have a floral display like Chipping Barnet Town Centre • Raised the issue of a no drinking zone which Businesses and local Councillors had asked for in the past but had not been progressed. Suggested 	<p>In relation to the concerns raised by Cllr. Palmer, the following text changes (in red) have been incorporated into the document.</p> <p>Pg 9: Principal leisure uses today include numerous restaurants and cafes which ensure the area is lively and active throughout the day and into the night. A night time economy has its obvious benefits but as in all areas of this type, issues can arise that create disturbance to residents and local businesses on occasion.</p> <p>Pg 9: Adapted garage and storage buildings off the narrow service roads (behind the parades) such as Accommodation Road and St. Albans Lane provide a mixture of small, mainly light industrial and business uses. The rear of the shop parades have a varied and distinctive character as shown in the photographs below. Because of the nature of their use, acting as a service area to the shops and providing a frontage to the businesses opposite, they can be cluttered, and there are occasional problems with flytipping. The railway arches off Finchley Road provide accommodation for industries such as garage workshops.</p> <p>Pg 11: The railway interchange and bus / coach station dominates the junction of Finchley Road</p>	<p>Action – additional comments added to the character appraisal.</p>

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		<p>that this was something that should be revisited for Golders Green.</p>	<p>with Golders Green Road and North End Road. The area is very busy and noisy with buses, coaches and associated passenger traffic, particularly at peak times, when conflict can arise between traffic and pedestrian needs. Parking is both limited and restricted on all roads surrounding the town centre. The bustling commuters and shops add to the energetic vibrancy of the area, creating opportunities for further economic prosperity and emphasising the need for a well designed public realm.</p> <p>Pg19: It is important for the preservation of the character of Golders Green Town Centre Conservation Area that the most important views and vistas are maintained and enhanced when the opportunity presents itself. Such enhancements, should funds arise, might include planting vegetation, hanging baskets and improvements to shopfronts, to enhance the feel of the public realm and appearance of architecture at eye level.</p> <p>Pg 20: The shopping parades are elegant and cohesive. The road gently curves and frames long distance views and creates interest. Pavements are generally wide, in relation to the street, giving the buildings a greater presence. It is the quality of the Parades within the Conservation Area that help promote the town centre as a shopping destination, and emphasises the need to pursue high quality shopfronts through future planning applications.</p> <p>Pg 21: The small green spaces adjacent to the bus station on the Finchley Road provides visual relief to the busy town centre, and the potential to sit and watch the world pass by, in an otherwise</p>	
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Appendix 1 - Golders Green (TABLE OF RESPONSES)

			<p>built up and urban area. Nestled between the bus and underground stations it overlooks a small bus-only road and is set in front of a rather incongruous row of single storey buildings which accommodate shops and the bus station office. These are poorly designed and detract from the space. This space, along with the wider train, bus and coach station area have the potential to be reworked into a more cohesive, greener, attractive and better used public space.</p> <p>Pg 21: The town centre is otherwise highly developed and urban in character and could benefit from the planting of flower beds, introduction of hanging baskets or other means of greenery, should funds become available. The residential properties on the north-east side of North End Road have modest frontages, mostly hard surfaced and accommodate car parking. Some properties on the south-eastern side of North End Road such as West Heath Court have limited but green frontages which provide welcome relief to an otherwise dense urban area. These properties, together with St. Michael's Church on Golders Green Road, are amongst the only properties that are set behind a frontage.</p> <p>Pg 23: The public realm covers a variety of features found in the spaces between the buildings. Due to limited frontages and forecourts this mainly includes street paving, signage and street furniture such as litterbins, lighting and bus shelters. The quality of these components makes an important contribution to the character and appearance of the Conservation Area, and where they are badly designed or neglected they can adversely affect the special interest of the whole</p>	
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			<p>area. Subject to funds being forthcoming, improvements to the public realm should be considered.</p> <p>Pg 32: Street furniture is often varied, poorly sited and sometimes of inappropriate design. In particular the siting of large, free-standing advertisement panels within the pavements detracts from the special character and appearance of the Conservation Area. Pavements include a mixture of various colours and size of slabs with areas of black tarmacadam. The quality of paving is of varying quality in places but where repaving works have been carried out, using large module simple paving slabs of uniform colour, it is a great improvement and enhances the character and appearance of the Conservation Area. Some street trees are in need of management, in places where their roots have sometimes disrupted the surrounding area of paving. Due to the urban nature of the Conservation Area, there is a lack of planting and greenery.</p>	
3	24/05/2011 Theatres Trust	<p>Our Ref.: 3605</p> <p>Review of Golders Green Town Centre</p> <p>Thank you for your letter of 6 May consulting The Theatres Trust on the draft Conservation Area Character Appraisal for the Golders Green Town Centre Conservation Area.</p> <p>The Theatres Trust is The National Advisory Public Body for Theatres. The Theatres Trust Act 1976 states that <i>'The Theatres Trust exists to promote the better protection of theatres.</i> It currently delivers statutory planning advice on theatre buildings and theatre use through the Town &</p>		<p>Action – document corrected on page 10 and bullet point added to pg 38 to reflect status of The Hippodrome.</p>

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		<p>Country Planning (General Development Procedure) (England) Order 2010 (DMPO), Articles 16 & 17, Schedule 5, para.(w) that requires the Trust to be consulted by local authorities on planning applications which include <i>'development involving any land on which there is a theatre.'</i></p> <p>Due to the specific nature of the Trust's remit we are concerned with the protection and promotion of theatres and therefore anticipate matters relating to cultural facilities.</p> <p>We have no particular comment to make on the document other than we are pleased to see the Hippodrome mentioned a few times in the text and a picture on page 10 with a caption that the building was originally a concert hall. This is not correct as The Hippodrome was built as a variety theatre in 1913 and was converted to house the BBC Concert Orchestra in 1972 for recorded and live concert performances before becoming a church in 2007.</p> <p>This substantial building should be retained and adapted for community use as its significance has a local dimension in that it was a popular place where families came and people met and therefore will have been a focal point for cultural activity in the community over a long time. This richness of evidence of past events is of huge significance to life today. Demand for different types of community facilities will change over time but it is important these premises are retained to meet the future needs of residents and visitors. The safeguarding of existing community facilities will help to realise the potential for community use of existing buildings and encourage re-use of buildings when they become available.</p> <p>We look forward to being consulted on further planning policy documents.</p>	<p>Document to be changed to correct inaccurate information.</p> <p>Sentence to be added to page 38 of the character appraisal to reflect the significance that the Amenity Society places on the Hippodrome - "The Hippodrome, which the Theatre Trust (the National Advisory Public Body for theatres) considers to be a "substantial building which should be retained...as its significance has a local dimension...and therefore will have been a focal point for cultural activity in the community."</p>	
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4	<p>(unless otherwise stated, all the following responses came from the public exhibition held at Golders Green Library) Northend Road</p>	<p>Am strongly in favour of conserving as many historic buildings as possible and promoting a cohesive appearance to the area. Shopfronts “taking over” pavement space (needed for pedestrians!) with selling vegetables etc, and tables and chairs for cafes and restaurants is an absolute HAZARD and I think should be ABOLISHED. Pavements are needed for walking on. Additionally “paraphernalia” on pavements “advertising” etc etc should be removed and made illegal.</p> <p>The white vans parked outside the Hippodrome are a disgrace and should be removed PERMANENTLY. They are always there and quite frankly are in the way. The white vans are taking up a lot of room on the pavement, outside the Hippodrome and because of them, and all the people waiting at the bus stop nearby, walking up the pavement towards North End Road is increasingly difficult and I</p>	<p>Comments forwarded to licensing. Response received 13th June 2011: There are a number of private forecourts within the Golders Green area which shops can legitimately trade on and place whatever items they wish including “A” boards.</p> <p>In relation to those who do not have a private forecourt they can apply to trade on the street. To be able to do so we would expect at least 2.5 meters of the public highway to remain clear, in most parts of the main Golders Green shopping area we increase this to 3 metres clear. “A” boards and other such advertisements are not allowed on the public footpath.</p> <p>We are working with the traders to ensure that they either are trading within their forecourt, or that they have applied for a licence. All illegal trading and illegal advertising we are taking further enforcement action against.</p> <p>If there are specific shops which residents believe are causing a nuisance and encroaching too much on the public highway if they can report this to us so that we can investigate and ensure that they are trading legally.</p> <p>Response from Parking Services received 29th June 2011: Thank you for drawing the concerns of the public to my attention. I can confirm that allowing a vehicle to park on the footway or any part of the public highway that is not carriageway (i.e. anywhere the pedestrian has</p>	<p>Action – relevant enquiries passed on to relevant departments</p>
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		<p>regularly find my way blocked.</p> <p>The council should take strong action against shopfronts who do not take “pride in appearance” and the same is true of houses and all other buildings which are left unrepaired and are falling into disrepair, - the Council should be much more strict about it (in my view). I think the war memorial is especially bleak and could be vary much improved with some strategic planting of flowers.</p>	<p>the right of way) is a contravention under the Traffic Management Act 2004. I have forwarded your email on to our Enforcement Team who will investigate the location and issue Penalty Charge Notices to vehicles parked in contravention of the aforementioned restriction.</p> <p>The council have recently republished shopfront guidance notice No. 10 and issued a summary guidance sheet, which has been strongly promoted, as stated in Recommendation 3 and throughout the text. Subject to funds being available, consideration will be given to improving the public realm</p>	
5	Beechcroft Avenue	<p>More power to your elbow. Would be interested to receive all published documents, past and future.</p>	<p>Positive comments.</p>	<p>No action</p>
6	Woodlands	<p>Very pleased to see the plans to preserve the area. I agree with the concern regarding inappropriate fascia etc.</p> <ol style="list-style-type: none"> 1. Could something be done about the amount of buckets, mops etc, on the pavement outside no fewer than 3 shops in G. Green road? 2. There are at least 2 building sites in the residential area of G.G. Road. Please no more huge blocks in unusual colours be passed in committee? 	<p>Comments forwarded to licensing. Response received 13th June 2011: There are a number of private forecourts within the Golders Green area which shops can legitimately trade on and place whatever items they wish.</p> <p>In relation to those who do not have a private forecourt they can apply to trade on the street. Provided they are continuing what their shop trade there is no restrictions in our licensing scheme on what they can and cannot sell.</p> <p>Due to such sites being outside the Conservation Area, this is outside the remit of the character appraisal</p>	<p>Action - enquiry passed on to relevant department</p>

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7	No address supplied	I believe the recent trend of restaurants, cafes etc, being “permanent” flower boxes and such reducing the pavement widths is a blight on what was once pleasant pavement walks	Comments forwarded to licensing. Response received 13th June 2011: If these items are on private forecourts there is no action that we can take. However we have noted a few premises who are trying to place these on the public highway. We do not allow these under our street trading licensing scheme and are working to remove these. Should these not be removed we will be looking to take further enforcement action.	Action - enquiry passed on to relevant department
8	The Riding	I was not aware that Golders Green Conservation Area existed. Perhaps developers would show more respect to its special qualities if there were signs indicating that “You are entering Golders Green Conservation Area”. Perhaps something bridging Golders Green Road saying “Golders Heritage Centre”.	“Over time, if funds become available, it may be possible to pursue a more consistent and restrained approach to the overall appearance of the public realm, to reduce the number and differing styles of street furniture and to create a calmer, greener, more cohesive and attractive setting for the buildings in the Conservation Area.”	Action - additional comments added to the character appraisal Pg 48
9	Local History Group, Golders Green	Stop wasting everybody’s time including your own. Leave the area alone and put the money to better use.	Creation of a Conservation Area Character Appraisal is a statutory duty for the council to undertake	No action
10	Northend Road (This is the final comment received from the public exhibition)	<ol style="list-style-type: none"> 1. More flowers planted around the War Memorial. 2. Better positioning Bus Stops – The one positioned outside Sainsbury’s has queues of people spilling out over entire pedestrian path making it difficult to walk up and ditto outside old Hippodrome (Now Christian Centre) – its APPALINGLY bad and cluttered also by bus posts and litter bins and telephone box so that there is no inviting path for pedestrians! – and ditto on opposite side of street, where it is becoming a battle to get to the Post Office, because of the above. 3. I would like to see more planting of wild flowers (possibly in hanging baskets, ie....some not requiring much water!) and was appalled the tube people poisoned the ones in the bus part outside 	“Over time, if funds become available, it may be possible to pursue a more consistent and restrained approach to the overall appearance of the public realm, to reduce the number and differing styles of street furniture and to create a calmer, greener, more cohesive and attractive setting for the buildings in the Conservation Area.”	Action - additional comments added to the character appraisal Pg 48

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		<p>their entrance. I feel planting of more wild flowers would encourage the inhabitants to do likewise, as well. I particularly like the Golders Hill entrance (on North End Road) arrangement of wild flowers – let alone near tennis courts – and would really like to see more of this.</p>		
11	British Waterways 26 th May 2011	<p>Dear Heritage Team,</p> <p>Thank you for the recent consultation on this plan – I can confirm that British Waterways has no interests in this area and therefore no comments to make.</p> <p>Kind regards,</p>		No action
12	Highways Agency 26 th May 2011	<p>Review of Golders Green Town Centre Conservation Area</p> <p>Thank you for letter dated 6 May 2011 inviting the Highways Agency (HA) to comment on the above consultation.</p> <p>The HA is an executive agency of the Department for Transport (DfT). We are responsible for operating, maintaining and improving England's Strategic Road Network (SRN) on behalf of the Secretary of State for Transport.</p> <p>The HA has reviewed the document and has no comment.</p> <p>I hope this is helpful</p> <p>Yours sincerely</p>		No action
13	Transport for London 27 th May 2011	<p>Dear Sir/ Madam</p> <p><u>Review of Golders Green Town Centre Conservation Area - Draft Conservation Area Character Appraisal</u></p> <p>Thank you for consulting TfL the above mentioned document, and TfL would like to offer the following</p>		Action - additional comments added to the character appraisal on page 48.

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	<p>comments:</p> <p>In relation to section 2.5 - Public Realm, while TfL fully support improvement to public realm and traffic highway proposal which would enhance the character of the area; it must however noted that section of Finchley Road/ Golders Green form major routes for buses to access Golders Green Station; these sections of road also form part of the Strategic Road Network (SRN).</p> <p>Therefore future improvement proposal(s) must ensure that bus operation and pedestrian movements in the vicinity of Golders Green Station would not be adversely affected for during the construction as well as permanent arrangement; and TfL should be consulted for highway and traffic proposal in the future.</p> <p>Please do not hesitate to contact me if I can be of any further assistance.</p> <p>Kind regards</p>	<p>"TfL will be consulted on any future highway and traffic proposals."</p>	
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Golders Green Town Centre

Conservation Area

Character Appraisal and Management Proposals



For further information on the contents of this document contact:

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(add 'character appraisals' in the subject line)

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Part 1 Character appraisal

Section 1 Introduction

1.1 Conservation areas

The Civic Amenities Act of 1967 provided the original legislation allowing the designation of “areas of special architectural or historic interest,” as conservation areas, whose character should be preserved or enhanced. It is the quality and interest of an area, rather than that of individual buildings, which is the prime consideration in identifying a potential conservation area.

This concept has developed and is now enshrined in the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 69 of the Act provides a local planning authority with powers to designate conservation areas, and to periodically review existing and proposed conservation areas. Section 71 requires local authorities to formulate and publish proposals for the preservation or enhancement of their conservation areas. Section 72 specifies that, in making a decision on an application for development in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

1.2 Purpose of a conservation area character appraisal

Conservation areas are designated by local planning authorities after careful local assessment. This assessment forms the basis for a Character Appraisal. The format and scope of such statements are guided by English Heritage.

Golders Green Town Centre Conservation Area was designated by the council in March 1998. This Character Appraisal seeks to identify the special characteristics of the Conservation Area so that they may be better preserved and enhanced in the future.

Government legislation on conservation areas and historic buildings generally, is set out in the Planning (Listed Buildings and Conservation Areas) Act 1990, which states in section 71:

“It shall be the duty of a local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas.”

The aim of this Character Appraisal is to:

- improve the understanding of the history and historical context of this area of the Borough of Barnet
- generate awareness of exactly what it is about the Golders Green Town Centre Conservation Area that makes it of “special interest”
- provide residents and owners with a clear idea of what should be cared for and preserved
- provide residents, owners, businesses and institutions with a clear idea of what enhancements could be made to the Conservation Area
- provide Barnet Council with a valuable tool with which to inform its planning practices and policies for the area

- provide guidelines to preserve and enhance these special features in the “Management Proposals”.

The council can then ensure that all planning applications for change within the Conservation Area comply with the requirements of the relevant legislation and that any public realm investment is considered in the light of English Heritage guidance.

1.3 The Barnet Planning Policy Framework

The current local policy document covering this area is the Barnet Unitary Development Plan (2006). Of particular relevance is the strategic policy GB Env 4, which aims to protect by preserving and enhancing buildings, areas, open spaces or features that are of special value in architectural, townscape or landscape, historic, agricultural or nature conservation terms.

Policies HC1 and HC2 aim to preserve or enhance character and appearance of conservation areas by controlling inappropriate development and demolition. Policies HC14 and HC15 seek to protect Locally Listed buildings and their setting.

Golders Green town centre has been classified as a District Town Centre with Golders Green Road classified as primary retail frontage, whilst Finchley Road is identified as an area of secondary retail frontage. Policy GTCR1 seeks to sustain and enhance the vitality and viability of the borough’s town centres and GTCR2 seeks to ensure that all residents of the borough have ready access to a wide range of goods, services and facilities in their town centre. Policy D22 requires that the design of shopfronts are in keeping with the buildings and general street scene and D24 encourages shopfronts of high quality and design which enhance the appearance of the building or street scene.

Golders Green has been identified as an area of open space deficiency at local park level. Policy L11 protects public open space, most notably the small green area in front of Golders Green station and L12 seeks to improve the amount, distribution and quality of open space in areas of deficiency. Policy GRoadNet aims to ensure that roads within the borough are used appropriately according to their status in the defined road hierarchy. Finchley Road is classified as tier 1, whilst Golders Green Road and North End Road are classified as tier 2.

The Barnet UDP is due to be replaced by the Local Development Framework (LDF). Within the Core Strategy, Policy CS5 protects and enhances the borough’s suburbs and historic areas. CS6 promotes Barnet’s town centres, seeking to protect and enhance “local” neighbourhood centres. CS7 enhances and protects Barnet’s open spaces whilst CS9 provides effective and efficient travel, encouraging trips to route according to the road hierarchy.

Within the LDF Development Management Policies, DM01 protects Barnet’s character and amenities. DM04 preserves and enhances Barnet’s heritage assets. DM09 ensures town centres are enterprising locations serving their communities. DM10 maintains and protects local centres and parades and DM 13 protects all types and sizes of public open spaces.

This Character Appraisal will help deliver the objectives of the Three Strands Approach (PEG) – Protection, Enhancement and Consolidated Growth - seeking to deliver a successful London suburb where people want to live. The Three Strands Approach underpins the Core Strategy of the LDF.

Conservation areas fall under both the first and second strands as they require preservation or enhancement of their character or appearance. The PEG approach highlights Barnet as an attractive, desirable place to live, rich in heritage and therefore, there is a need to provide appropriate planning protection for conservation areas and where appropriate to investigate additional or extended conservation areas.

1.4 Regional and national policies

Under the Regional London Plan, Policy 3D.1 - Supporting Town Centres - seeks to enhance town centres. Policy 4B.15– Archaeology - protects archaeological resources and asks boroughs to include appropriate policies in their plans. Policy 4B.12 - Heritage Conservation - ensures the protection and enhancement of historic assets based on an understanding of their special character. The Regional London Plan is due to be replaced by the current draft London Development Plan in Autumn 2011.

Within this revised London Development Plan, Policy 2.15 - Town Centres - requires development proposals to sustain and enhance the vitality of the town centres. Policy 7.4 requires new development to pay regard to the positive elements of the character of an area. Policy 7.8 requires new development to preserve heritage assets and make provision for the protection of archaeological resources. Policy 7.9 requires regeneration schemes to make use of heritage assets.

The Government, through the Department of Culture, Media and Sport (DCMS), the Department of Communities and Local Government (DCLG) and English Heritage issued Planning Policy Statement 5 (PPS 5 - Planning for the Historic Environment) in March 2010.

PPS 5 sets out planning policies on the conservation of the historic environment. These policies should be read alongside other relevant statements of national planning policy. Guidance to help practitioners implement this statement, including the legislative requirements that underpin it, is provided in the accompanying Practice Guide.

1.5 Article 4 directions

Article 4 directions are issued by local planning authorities to remove some or all permitted development rights usually within a conservation area or curtilage of a listed building. Due to a large number of the buildings in the Conservation Area being statutorily listed parades of shops, with flats above, an Article 4 direction is not applied, as various permitted development rights are automatically removed on flats and listed buildings.

Section 2 Location, uses and activities

2.1 Location

The Golders Green Town Centre Conservation Area lies in the southern tip of Barnet close to Hampstead Garden Suburb. It is located about half way between Chipping Barnet, to the north of the borough, and London's West End. It lies to the south of the Finchley Ridge Natural Landscape Area. The Conservation Area is comprised of Golders Green town centre together with the railway and bus/coach station. The shopping centre straddles the main roads, namely Finchley Road which runs north-south, and Golders Green Road and North End Road which run east-west. The junction of these roads, marked by a war memorial, creates a notable centre for the Conservation Area. The Conservation Area straddles 2 administrative wards (Childs Hill and Hampstead Garden Suburb). There is a population of over 16,000 people living within the Golders Green area of which approximately 400 live within the Conservation Area.



2.2 Uses and activities

Golders Green Town Centre is almost exclusively made up of purpose-built parades with retail uses on the ground floor and residential above. The shops are split between national chains and those selling goods catering for niche markets. There is a tradition of providing high quality shops and catering for local groups such as the predominant Jewish and Japanese communities.

The parades have traditionally included many cafes and notable restaurants, and still do so today. Many cater specifically for the Jewish community such as Solly's restaurant on Golders Green Road. Staple goods such as food and household items are catered for by supermarkets such as Sainsbury's, which has stores on both Finchley Road and Golders Green Road.



Golders Green is almost exclusively made up of purpose-built parades with retail uses on the ground floor and residential above.

The shopping parades were originally conceived to meet the needs of the residential population which expanded rapidly following the development of the Golders Green underground station. However today the historic nature and tradition of the commercial centre and the full range of high street uses such as banks, buildings societies and estate agents ensures a wider catchment area beyond the surrounding residential streets and Hampstead Garden Suburb.

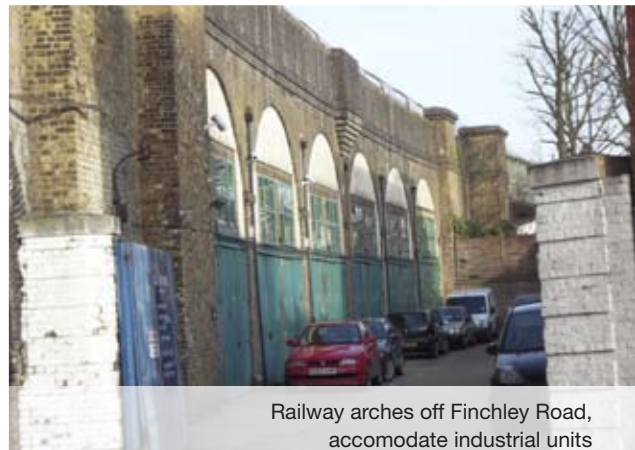
Principal leisure uses today include numerous restaurants and cafes which ensure the area is lively and active throughout the day and into the night. A night time economy has its obvious benefits but as in all areas of this type, issues can arise that can create disturbance to residents and local businesses on occasion.

Adapted garage and storage buildings off the narrow service roads (behind the parades) such as Accommodation Road and St. Albans Lane provide a mixture of small, mainly light industrial and business

uses. The rear of the shop parades have a varied and distinctive character as shown in the photographs below. Because of the nature of their use, acting as a service area to the shops and providing a frontage to the businesses opposite, they can be cluttered, and there are occasional problems with flytipping. The railway arches off Finchley Road provide accommodation for industries such as garage workshops.



Quieter nature of Accommodation Road



Railway arches off Finchley Road, accommodate industrial units



The Golders Green Hippodrome, originally a variety theatre, now a Christian centre

The Conservation Area includes a number of places of worship including the Golders Green Hippodrome, which is adjacent to the underground station, St. Michael's Church (which became the Greek Orthodox Cathedral of the Holy Cross and St. Michael in 1970) at the extreme western end of Golders Green Road, St. Alban's the Martyr on North End Road along with a number of mainly small synagogues which tend to re-use other buildings, such as at 5 – 11 Broadwalk Lane.



St Albans the Martyr on North End Road



St. Michael's Church

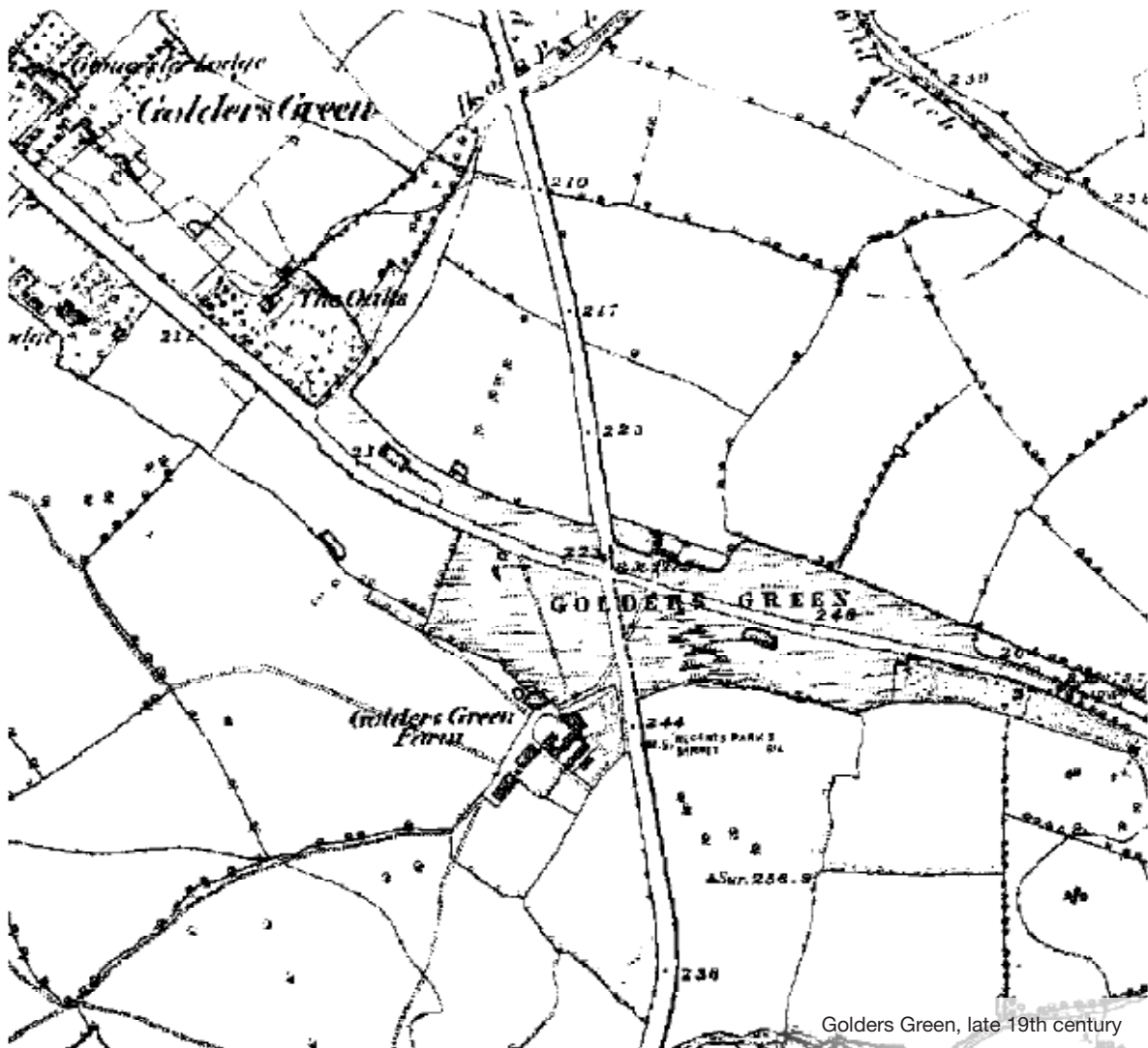
The railway interchange and bus / coach station dominates the junction of Finchley Road with Golders Green Road and North End Road. The area is very busy and noisy with buses, coaches and associated passenger traffic, particularly at peak times, when conflict can arise between traffic and pedestrian needs.

Parking is both limited and restricted on all roads surrounding the town centre. The bustling commuters and shops add to the energetic vibrancy of the area, creating opportunities for further economic prosperity and emphasising the need for a well designed public realm.

Section 3 The historical development of Golders Green

3.1 Historical development

The heavy soil and poorly drained clay in the area supported woodland over many centuries until steady clearances. This produced the landscape shown on the early 18th century maps. Before this the population was low with only isolated cottages and dispersed settlements.



The two major roads in this part of Greater London are Watling Street (dating from pre-Roman times), which runs from the Thames to St Albans and the north-west. The other road, dating from the late 11th Century or early 12th Century, runs from the north part of the City through Highgate and on through Finchley, Chipping Barnet and then northwards. These two roads pass either side of the Northern Heights. In between these routes lies the road which runs over the Northern Heights at Hampstead and down and across in a north-westerly direction to Hendon and Mill Hill. This road is now known as North End Road and Golders Green Road (and further north Brent Street). In 1826 the new London and Finchley Road was laid. It improved the access from Finchley and the North into the new estates around Regents Park in the West End and cut across the road to Hendon at Golders Green. Ducksetters Lane,

which had previously run from Temple Fortune to Finchley, was then obliterated. As can be seen on the maps of the time, it similarly paid little respect to the earlier field layouts cutting through with Roman-like straightness.



Golders Green Road, 1920s. Change is in the air! A woman driver steers the latest sports car. The 84 bus route at that time went to St Albans via Ballards Lane, Whetstone and Chipping Barnet.



Golders Green Road, 1920s. The box tricycle in the foreground was a popular method for delivering goods of every description. It was also famously used by Walls' Ice-cream whose slogan was 'Stop Me and Buy One'. The butcher's shop on the right, with its open frontage displaying carcasses of meat, was a typical feature of those days. Fishmongers used similar shops.

Golders Green at the end of the 18th Century, and prior to the new road, was a widened area of common land on either side of the road to Hendon. This area, known as the 'waste', was approximately 400 – 500 yards wide and one mile long. The two larger landholders were the Dean & Chapter of Westminster and the Eton College Trustees. Minor enclosure of the 'waste' had been happening since 1700 but with the creation of the new road, the land near Temple Fortune was added to adjoining fields between 1826 and 1860. By 1880 most of the open land had been enclosed but the area was still defined by modest country villas and farms surrounded by fields. The new road had surprisingly little development impact at Golders Green but did make a major difference at Tally Ho, further north. The only major development up to the end of the 19th Century was the Jewish Cemetery (1897) and the Golders Green Crematorium, the first of its kind in London, which opened in 1902.



The Hippodrome Theatre in Golders Green opened on 26 December 1913. In its earlier years it was mainly a music hall but from 1922 until it closed in 1968 it also staged touring theatrical productions, orchestral concerts, ballet and opera. There was hardly an artiste of any note who had not, at one time or another, trodden its boards.

First development phase

The creation of Golders Green as we see it today came with the arrival of the underground railway. Early attempts to bring the railways through this part of London had failed and it was largely thanks to the energy and vision of Charles Yerkes that the underground railway came into being. He was an American financier and entrepreneur responsible for the building of street and elevated railways in Philadelphia and Chicago. Experience had convinced him that people and homes followed the railways and it was thanks to his foresight that the proposed underground railway from Charing Cross to Hampstead extended through the Northern Heights to terminate at the road junction at Golders Green.

Development pressure followed this decision and predated the opening of the station in 1907 by about two years. Finchley Road was provided with sewers and also widened, and local buildings' byelaws were amended, all in readiness for the anticipated housing. In addition this was also the period when the tram system was developed and tracks were laid along the Finchley Road for the trams which ran from the end

of 1909. Estate agent and entrepreneur Ernest Owers and others quickly saw the potential and between 1907 and 1911 roads were laid out and some 744 homes were built. To the north, Dame Henrietta Barnett, together with Parker and Unwin, was laying out Hampstead Garden Suburb, but with no shops there, the opportunity for the development of shopping parades at Golders Green was evident. The parades were built between 1909 and 1918 and form the heart of the Conservation Area. The developers were Ernest Owers, A. J. Edmonson, and James and Leslie Raymond of Hodford Farm; the architects were Herbert A. Welch, working with H. Clifford Hollis and T. Merrison Garrood for the main parades, and others for individual shops. They were widely held to be the finest shops outside of the West End and were hugely popular.

Entertainment came with the Ionic Cinema (now the Sainsbury's site on Finchley Road) and the Hippodrome Theatre, both in 1913. The Great War however brought this first phase of development to an end.

Second development phase

The second phase of development took place between 1924 – 1930 when the railway was extended to Hendon and then to Edgware, forming the arches and bridges which are important aspects of the character of the Conservation Area. This brought new shops (although on a more modest scale and quality) further along Golders Green Road, and infill development near the station, again largely by Herbert A. Welch and his partner H. Clifford Hollis. Welch had also secured the commission to design the centrepiece War Memorial that was unveiled in 1923. By 1930 the area was substantially complete with St Albans the Martyr Church, begun in 1909 and completed in 1933, a slightly later addition.

A key characteristic of the Conservation Area is that, by and large, the same people built it all, in a relatively short period of time, in two phases 1907 – 1918 and 1924 – 30. This contributes considerably to its architectural and planning cohesion.

3.2 Archaeological significance

Parts of the Conservation Area are of considerable archaeological interest. Some Roman finds have been discovered along the Golders Green Road and up the hill at Hendon. It is also possible that evidence of medieval and early modern Golders Green, which is believed to have been a scattered hamlet around the outer edges of the manorial waste, may have survived the 20th Century development of streets.

Similarly it is possible that archaeological remains of the 18th Century and later villas (shown within the 'waste' on the earlier maps) which were pulled down to make way for the developments from 1907, may be buried beneath current buildings, roads and other hard surfaces. These remains may survive as shallow foundations and could, if found, offer invaluable evidence of Golders Green before 20th Century development. The council has identified Golders Green Road (as far as Hodford Road) as an Area of Special Archaeological Significance.

Section 4 Spatial analysis

4.1 Topography

The topography of the Conservation Area, in the main, is relatively level, with the notable exception of North End Road. This road travels over the Northern Heights at Hampstead and down in a north westerly direction to Hendon, falling significantly at its eastern end and providing a gentle decline as it approaches the boundary of the Conservation Area and levelling out at its junction with Finchley Road. Its continuation into Golders Green Road is again fairly level.

Finchley Road which runs north south is fairly level on its northern approach, rising gently just past its junction with Golders Green Road and North End Road to the southern boundary of the Conservation Area. These gentle inclines allow for picturesque views both into and out of the Conservation Area.

4.2 Views and vistas

There are a number of key views, focal points and landmarks within the Conservation Area. The elevated vantage points to the east and south provide long views into and out of the Conservation Area. The subtle curve of the parades on Golders Green Road, offer shorter-range views of the parades.



Amongst the most notable views and vistas are:

- from North End Road towards Golders Green Road parades



- from Golders Green Road parades towards North End Road and the rising land to the south



- westerly views along Golders Green Road framed and terminated by the railway arches



- linear views along Finchley Road to the rising land to the south; These are enhanced by the curved parades that mark the crossroads



- lively skyline views of the parades, with an array of turrets, cupolas, roof pitches, elaborate gables, dormers and large chimney stacks



- short range views of the architectural form and detail of the shopping parades including fine terminating buildings and buildings marking significant junctions within the parades, regular plot widths providing strong vertical rhythm and intricate detailing mainly in the Arts and Crafts traditions (as above).

It is important for the preservation of the character of Golders Green Town Centre Conservation Area that the most important views and vistas are maintained and enhanced when the opportunity presents itself. Such enhancements, should funds arise, might include planting vegetation, hanging baskets and improvements to shopfronts, to enhance the feel of the public realm and appearance of architecture at eye level.

Proposals for new development on prominent sites or elevated land must contain sufficient information to enable the impact on longer distance views and the setting of the Conservation Area to be assessed. Any new development must respect the sensitivities of the area.

4.3 Streets and open spaces

The Conservation Area has a wide variety of spaces although most are urban in character. These range from wide streets to more intimate service areas, railway arches and limited front gardens. Formal open spaces are rare and green open space is only available around the station. In addition, street trees and the small number of green front boundaries provide some greenery in the area.

Streets

The roads within the Conservation Area are, in effect, the public open spaces. All are busy, vibrant, urban roads accommodating significant amounts of traffic and pedestrians. The streets are generally wide

with continuous pavements on either side. Heavy traffic and parking are particularly notable on North End Road. It is a well used thoroughfare for both pedestrians and vehicles. Finchley Road is urban in character, noisy and vibrant, particularly around the station while Golders Green Road is more formal and ordered in layout.



Urban character of Finchley Road and the crossroads

The shopping parades are elegant and cohesive. The road gently curves and frames long distance views and creates interest. Pavements are generally wide, in relation to the street, giving the buildings a greater presence. It is the quality of the Parades within the Conservation Area that help promote the town centre as a shopping destination, and emphasises the need to pursue high quality shopfronts through future planning applications.

The urban character of Finchley Road and the crossroads contrasts dramatically with the quieter, intimate feel of the rear service roads, Accommodation Road and Golders Way.

North End Road, with its relatively steep incline and mixed character, tends to have a less formal feel particularly at its eastern end. Pavements are narrower and spaces more intimate with large and mature street trees at the edge of the pavement. These shield the pedestrians from the passing traffic, provide seasonal interest and frame views down to the crossroads. As the road levels out, the



Intimate feel of Accomodation Road

street becomes more formal and urban in character; traffic is heavier near to the station and street trees give way to pedestrian and traffic barriers.



Green spaces

The small green spaces adjacent to the bus station on the Finchley Road provides visual relief to the busy town centre, and the potential to sit and watch the world pass by, in an otherwise built up and urban area. Nestled between the bus and underground stations it overlooks a small bus-only road and is set in front of a rather incongruous row of single storey buildings which accommodate shops and the bus station office. These are poorly designed and detract from the space. This space, along with the wider train, bus and coach station area have the potential to be reworked into a more cohesive, greener, attractive and better used public space.

Adjacent to the railway and forming part of the northeast boundary of the Conservation Area is a strip of open land protecting a deep water main running to the Valve House on Finchley Road. Some of the cast iron railings remain.

The town centre is otherwise highly developed and urban in character and could benefit from the planting of vegetation, introduction of hanging baskets or other means of greenery, should funds become available. The residential properties on the north-east side of North End Road have modest frontages, mostly hard surfaced and accommodate car parking. Some properties on the south-eastern side of North End Road such as West Heath Court have limited but green frontages which provide welcome relief to an otherwise dense urban area. These properties, together with St. Michael's Church on Golders Green Road, are amongst the only properties that are set behind a frontage.



Green space beside bus station,
includes trees and hedges



Leafy frontage to St Michael's Church

4.4 Trees and hedges

Trees and planting are limited in this highly developed area. Street trees and planting make a positive contribution to the character of parts of the Golders Green Town Centre Conservation Area. Amongst the most notable are the following:

- large and mature street trees can be appreciated along North End Road. These provide a green and pleasant setting for the buildings and help to define linear views down North End Road into the more urban area around the crossroads
- trees within the station which define its boundary. Amongst the most notable are the young trees within sparse planting fronting North End Road, trees within a raised planter defining the boundary with the Hippodrome, and heavily pollarded trees within the station forecourt. In addition there are trees and hedging around the depot building to the rear of the station
- small areas of trees and planting around the railway arches and surrounding buildings on both sides of the Finchley Road
- low level planting in front of some units in Accommodation Road.



Sparse planting to station boundary on North End Road



Green frontages and trees to some
properties on North End Road

Several of the trees in the Conservation Area are included in Tree Preservation Orders (e.g. along North End Road and West Heath Avenue) and formal council consent is required for their treatment. The other trees in the Conservation Area are protected more generally. In accordance with the legislation,

anyone wishing to prune or fell a tree with a diameter of 75 mm or more (measured at 1.5 metres above ground level) must give the local planning authority six weeks written notice of the proposed tree works. This provides the council with an opportunity to consider whether to include the tree in a Tree Preservation Order.

Further information is available from the Planning Trees and Landscaping Team at planningtrees@barnet.gov.uk.

4.5 Public realm

The public realm covers a variety of features found in the spaces between the buildings. Due to limited frontages and forecourts this mainly includes street paving, signage and street furniture such as litterbins, lighting and bus shelters. The quality of these components makes an important contribution to the character and appearance of the Conservation Area, and where they are badly designed or neglected they can adversely affect the special interest of the whole area. Subject to funds being forthcoming, improvements to the public realm should be considered.

Street paving

Paving should provide a neutral backdrop for the buildings in the Conservation Area. A common theme is a strip of black top juxtaposed with historic granite kerbing, finished to the back edge of the pavement with large paving slabs, coloured pavers or small module paving slabs. Repaving works have been carried out at different locations along Golders Green Road using a plain large module concrete slab. This provides a respectful and quiet backdrop to the buildings and is a significant enhancement in the streetscene. This is a preferred method to small module paving slabs interspersed with dark pavers. Other areas of the town centre would benefit from similar improvements, as and when funding becomes available.



Some traditional paving, such as granite cobbles, can be found in the service roads and areas to the rear of the shops, such as St. Alban's Lane and Accomodation Road, which are highly attractive and of value to the Conservation Area.



Heritage-style notice boards at station



Barriers to restrict the traffic

Street lighting

Street lighting is provided by modern standard lamp columns. They are generally well sited and maintained, receding into the street scene. Where the statutorily listed parades run along Golders Green Road, the street lights are affixed relatively discreetly to the buildings.

Street furniture

Street furniture is varied in design, being a mixture of modern standard products. Some effort has been made to co-ordinate street furniture using a suite of green or black heritage-type Victoriana elements which include railings, street lights, CCTV cameras and controlled parking equipment. However, the town centre would benefit from further co-ordination and removal of unnecessary street furniture, with careful consideration given to the siting of any new items of street furniture. A selection of the following can all be found in the Conservation Area.

- corporate heritage type black cast iron and plastic bins in both a square and round shape e.g. Golders Green Road
- standard Barnet-style street signs. There are some original street names e.g. Hoop Lane. Effort has been made to reduce the impact of the controlled parking signs to good effect
- a number of designs of timber bench



Standard street sign



Heritage-style bin



One of various styles of timber bench

- round concrete planters e.g. station forecourt, brick planters
- modern telephone boxes
- traditional and modern pillar boxes



Round concrete planter



Modern telephone boxes



Traditional pillar box

- a wide variety of bollard design with a variety of dimensions, heights and finishes. These include standard concrete e.g. outside Sainsbury's Finchley Road and the Hippodrome, North End Road; black steel, black plastic of various designs e.g. St. Alban's Lane; white steel, e.g. Accommodation Road; standard tall slim black and white steel bollards e.g. The Station; black plastic with reflective additions e.g. Golders Green Road
- metal guard railings including heritage green Victoriana e.g. the crossroads; heritage black e.g. Golders Green Road; standard traffic barriers painted green e.g. station; unpainted e.g. Finchley Road; palisade fencing e.g. station entrance to depot.



Heritage-style guard railings



Variety of bollards

Specific traffic measures

Given that the junction of Finchley Road, Golders Green Road and North End Road is a major traffic junction, there is a proliferation of traffic signals and other traffic control measures.

These are intrusive and do have an adverse affect on the character of the Conservation Area and particularly on the setting of the listed war memorial. Their location should take account of Joint English Heritage and Department of Transport Traffic Advisory Leaflet 1/96 and subsequent English Heritage advice, and any future changes should be undertaken in line with this advice.

Special features include:



Listed war memorial at the crossroads



Finger post at the crossroads



Traditional street signs e.g. The Exchange



A cattle trough set around the war memorial

Section 5 Buildings and architecture

5.1 Introduction

The Golders Green Town Centre Conservation Area retains a large number of listed, locally listed, and unlisted “positive” buildings. The latter are buildings which do not merit listed or locally listed status but have been judged to make a positive contribution to the special architectural and historic interest of the area. With mature street trees and a mixture of mansion houses, institutional buildings and rhythmic shopping parades, the area has a strong sense of place, with a consistent building line. Together these features provide a high quality environment within which the individual historic buildings make a special contribution.

5.2 Listed buildings

There are 7 listed buildings in the Conservation Area, of which the 2 shopping parades on Golders Green Road (Cheapside and The Promenade) are comprised of 78 separate retail units. All are listed grade II. Details are included in Appendix 1.

5.3 Locally listed buildings

There are currently 2 locally listed buildings, the shopping parade on North End Road and St. Albans Church Hall. These are buildings that do not meet the national listing criteria but do have important local significance and are worthy of protection. Appendix 2 contains a list of locally listed buildings.

5.4 Significant unlisted buildings

As well as listed and locally listed buildings, there are many other buildings within the Conservation Area which make a positive contribution to the character and appearance of the area. These buildings date mainly from the two principle phases of development. This category is comprised largely of the shopping parades on Finchley Road and those on Golders Green Road that are not listed. All categories of building, whether listed, locally listed, or “positive”, are indicated on the Townscape Analysis Map.

These buildings have been identified during the survey process, and as with listed and locally listed buildings, there is a general presumption in favour of their retention. Any application for the demolition of these buildings will therefore need to be accompanied by a reasoned justification as to why the building cannot be retained, similar to that required for a listed building.

5.5 Building styles and materials

The Conservation Area contains buildings in a variety of styles and materials built within the two phases of development at the turn of the 20th century. The principal building types are:

- distinctive parades of shops with apartments and flats above enhanced by fine terminating buildings and individual buildings on prominent sites. Amongst the most notable are the following: The Parade 2 – 38 North End Road into 642 – 616 Finchley Road. Two storeys in red brick with slate and lead roofs and timber joinery decorated in the late Victorian style. Locally listed; Crescent Parade (867 – 893 Finchley Road into 1 – 21 Golders Green Road) by Merrison Garrod, built in 1911.

Three storeys in early Art Nouveau style. 19 – 21 Golders Green Road terminates the parade with Portland stone on the ground floor, in use today as a bank; The Promenade with gentle curve, (25 – 89 Golders Green Road) listed grade II by Herbert Welch built in 1909 in the Baroque style



Cheapside, grade II listed parade, by Herbert Welch and H. Clifford Hollis

- landmark buildings and structures e.g. The Hippodrome, a grade II listed concert hall, now a church, built in 1913 with stucco frontage, Midland Bank, in the classical style, built in Portland stone, on the corner of Finchley Road and Golders Green Road, grade II listed, 911, Finchley Road, The Refectory Public House in white painted render, by Herbert Welch, the War Memorial in Weldon stone with York stone steps, grade II listed by Herbert Welch and Clifford Hollis and apartments such as West Heath Court, built in 1936 consisting of five storey luxury mansion flats in brick and stone



Classically styled Midland Bank built in portland stone, 1911



Crescent Parade, by Merrison Garrod, built in 1911

- churches including The Church of St. Albans the Martyr, grade II listed completed in 1933 by Giles Gilbert Scott and St. Michael's Church 1913 by John L. Lee, brown brick with stone dressings in a restrained Gothic style



Railway buildings including the depot and shunting sheds

- railway buildings including the depot and shunting sheds and the secondary entrance fronting Finchley Road flanked by shops of notable quality in red brick and tile
- other railways structures such as arches and bridges all in brick with high quality detailing in brick
- good examples of service buildings such as the Telephone Exchange, Hoop Lane from 1923 in a classical style, and the Valve House on Finchley Road of brick and slate vaguely in Arts and Crafts style, dating from 1906



2 – 2a Golders Green Road, by Erno Goldfinger,



Exchange Mansions, 1916, Arts and Crafts style, brickwork with stucco decoration

- Exchange Mansions by Herbert Welch built in 1916; Three storey of red and brown brick with stucco decoration in Arts and Crafts Style
- 2 – 2A Golders Green Road by Erno Goldfinger 1935; Three storey with curved glass in a modernist style
- 4, 6 and 8 Golders Green Road by Herbert Welch and H. Clifford Hollis in domestic Arts and Crafts style forming a gateway to Golders Green Crescent together with 10 Golders Green Road, listed grade II



4 – 8 Golders Green Road, grade II

- Cheapside, 10 – 90 Golders Green Road by Herbert Welch and H. Clifford Hollis dating from 1914; Three storey shops with flats above in Arts and Crafts style. Listed grade II

- 92 – 100, 102 – 104 Golders Green Road by Mundell and Fitt 1922; Single storey lacking the quality of the earlier parades
- 108 – 144 Golders Green Road by Herbert Welch and H. Clifford Hollis dated 1925; Two storeys of modest design lacking the detail of earlier work
- small outbuildings in the rear service roads, most notably Accommodation Road and Golders Way.



Accomodation Road with its cobbles



Golders Way with its untarmaced road surface

Materials

The list below contains the principal examples of materials and details within the Conservation Area but the omission of any others does not suggest that they are not of importance.

Roofs

Machine-made tiles

Late 19th century and early 20th century roofs continued to be slated, but enthusiasm for the Vernacular Revival in the late 19th century brought back machine-made clay tiles. There are many examples in the parades in Golders Green.

Welsh slate

In many places Welsh slate became the preferred roofing materials after 1845 when the railways provided cheaper transportation costs. Welsh slate is used for roofs with a shallow pitch (about 22 degrees) coupled with lead rolled hips and other junctions e.g. North End Road parades.

Lead and copper

Lead and copper are occasionally used for flat or curved dormers, canopies over bay windows and small porches, finials and domes. e.g. The Parades, Golders Green Road.



Copper canopy over bay window on the Crescent Parade

Other common details include:

- oversailing, often sweeping, eaves with moulded soffits
- exposed rafter feet
- modest traditionally detailed pitched and flat roofed dormers
- prominent chimneys.

Building materials

Red clay brick

Historically, handmade bricks and tiles were made locally. After brick making methods improved in the 18th century, brick became cheaper and more fashionable resulting in a variety of colours being produced in addition to the red brick. In Golders Green red/brown brick is used along with various shades of orange and brown in the later Victorian era. Decorative brickwork is a feature of these buildings, and some have contrasting colours. Others use soft clay rubbed bricks and gauged arches above the window or door openings.



Red brick as used on Cheapside, Golders Green Road

Stone

Stone, being much more expensive than the local materials, was brought in only for the most prominent buildings and to articulate the parades and individual buildings within. Of particular note is the Weldon stone used for The War Memorial and the York stone steps, and the classically inspired bank at 897 Golders Green Road.

Stone dressings are used on many buildings within the Conservation Area to add special features such as lintels, window and door surrounds, string courses and quoins. Notable examples are on all the shopping parades. From the 18th century onwards renders were used and lined out to replicate stone often covering a cheaper material such as brick e.g. The Hippodrome.

Vertical tile hanging

Locally manufactured clay tiles, feature on the upper floors of some buildings particularly gable ends e.g. Cheapside.



Vertical tile hanging on the gable ends of Cheapside

Ceramic tiles

Tiles are used decoratively as a walling detail on many buildings within the Conservation Area. Tile creasing was used extensively as a traditional detail of the Arts and Crafts Movement and is notable as an eaves detail on many buildings e.g. Cheapside.

Windows

The predominant window types in the Conservation Area are traditionally detailed timber vertically sliding sashes and casements. Casements and sashes can be seen with a mixture of glazing divisions, from a simple two panes through to six or eight panes. In respect of the sashes, there is often a purposeful mixture of pane sizes within one building, together with a mixture within a single window e.g. the upper sash with multiple divisions, the lower sash with just two. Window openings are commonly recessed. Most windows are painted white although a significant number are darker e.g. Finchley Road 867 – 893. Some casements have decorative leaded lights.



Two pane sash windows, painted white and intricate pediments above the flanking windows

Front doors

Most of the doors in the Conservation Area are constructed of softwood and painted. They are of a simple design with four or six lights in the top section. These doors are generally painted in muted tones.

The variety of local building materials and details provides the Conservation Area with a wide range of textures and colours, of which the warm red of the clay brick and tile is possibly the most prevalent. In addition, render, stucco and stone are all used in white, cream or pastel in shade. This makes a pleasing contrast with the red/brown tile or grey slate roofs. Black cast iron pipe work creates strong definition with straight clean lines under eaves and between building units.

5.6 Architectural features

These buildings provide a variety of special features including:

- parades of shops which have a cohesive quality with strong, vertical rhythmic divisions enhanced by regular plot widths, clean building lines, regular window and door patterns, balconies and other distinctive treatments



Distinctive, regular pattern of parades

- lively rooflines with gables, dormers, steeply pitched roofs and large prominent chimneys. Also cupolas, with lead domed roofs, at significant junctions within the parades and as part of terminating buildings e.g. North End Road parade, The Promenade, Golders Green Road at its junction with Hodford Road
- ground floors have a regular repeated plot width defined by a shop frame of pilasters, corbels and fascia, often angled. Pilasters and corbels are often in stone e.g. granite at The Promenade and North End Road parades
- shopfronts would have originally been of traditional detail and type, although today a whole array of different modern shopfronts and signs are commonplace
- purposely designed terminating buildings, often of individual design, to end terraces, create entrances and frame views e.g. junction of Golders Green Road with Hoop Lane and Hodford Road. The same technique is also used to mark prominent sites within the terraces
- windows of traditional timber construction recessed in brick or stone surrounds, transomed and mullioned and mainly painted white. These range from casements with small pane divisions e.g. Cheapside, sashes with small pane divisions e.g. The Promenade, or casements and fixed lights with leaded lights e.g. Crescent Parade. Bay windows of two, three and four storeys at first floor level upwards



A lively roofline on The Parade with lead domed cupolas and prominent gables



Angled bay window with stone mullions and transoms



Distinctive architectural detailing

- steeply pitched clay tiled roofs, often punctuated with dormers, prominent chimneys, gables or dividing walls but sometimes clean and clear expanses of tile e.g. The Promenade and parts of Cheapside. Notable moulded soffits, sweeping eaves and bonnet tiles
- a predominance of red brick with decorative brickwork such as window and other surrounds, arches, brick corbels and banding. A variety of bonds notably Flemish and English

- white Portland stone used for prominent buildings e.g. the bank at 879 Finchley Road at its junction with Golders Green Road, significant junctions within parades e.g. The Promenade junction with Hodford Road, and to give particular significance to special features within the terraces, such as windows e.g. Cheapside, junction with Hoop Lane. Heavy Victorian embellishment in white Portland stone e.g. North End Road
- traditional steeply pitched gables sometimes in groupings of two, three or four, often tile hung in Arts and Crafts tradition, plain in design and detailing e.g. Cheapside, steeply pitched brick gables with stone parapet and festoon English Renaissance style e.g. The Parade. Gable detailing, often with oriel window e.g. The Promenade, classically inspired gables with heavy over sailing decorative eaves e.g. 867 – 893 Finchley Road, ornate Dutch gables in red brick with stone dressings creating an elaborate roofline display e.g. North End Road and Finchley Road at junction with Golders Green Road
- rears to the parades often face service roads and are of comparatively simplified design mainly in cheaper materials. Rear access to the flats above is via external staircases
- balconies set behind cast iron railings e.g. The Promenade
- doors to upper floor flats are generally traditional painted timber, of simple design with six pane lights in the upper section and fanlight above, in the Arts and Crafts tradition
- railway architecture in red brick, distinctive and utilitarian in appearance, depot buildings with large uninterrupted metal roofs with pedimented gables, large arched Crittal type windows, recessed under neatly detailed brick arches, chimneys with detailed brick work. Other railway buildings of note in red brick with classically inspired detailing
- set pieces, such as blocks of apartments and churches e.g. West Heath Court and St. Albans Church in the Arts and Crafts tradition, using red brick with simple clean detailing inspired by the nearby Hampstead Garden Suburb
- rendered frontages with classically inspired detailing and giant Ionic order e.g. The Hippodrome.



Rear of parades, with slate roofs, tall chimneys with clay chimney pots, contrasting red and London yellow brickwork and iron staircases



Ionic order on the Hippodrome

Section 6 Character areas

Golders Green Town Centre Conservation Area can be divided into four character areas due to variations in topography, building type, uses, buildings period, and materials. The four character areas are:



1. North End Road – eastern end
2. Central hub
3. Golders Green Road parades
4. Armitage Road – western end.

6.1 Area 1: North End Road – eastern end

The key characteristics are:

- originating from higher ground to the east, fine views can be appreciated down the descent of North End Road terminated by the crossroads and War memorial, with distant views of the pronounced curve in the Golders Green shopping parades



Views along North End Road,
looking eastwards towards the crossroads



5 storey West Heath Court frontage

- residential in character at its eastern end, fine trees shield the pedestrians from the traffic and frame views to the more urban and busy areas below to the west
- fine buildings such as the five storey blocks of apartments at West Heath Court, Annandale House, a three storey red brick classically detailed block, St Alban's Church by Sir Giles Gilbert Scott (Grade II listed) and St. Alban's Church Hall, characterise the area



St Albans Church Hall



Views along North End Road showing housing and
tree line beyond edge of conservation area

- boundaries are mainly trees and planting, interspersed with hedges and low-level walls. This gives the area an almost suburban feel, acting as an area of transition from the quiet and rural Hampstead Heath to the hectic urban transport interchange and shopping area in Golders Green
- the northern side of the road, which lies outside the Conservation Area, is exclusively Edwardian semi-detached housing with modest mostly open frontages. This group is visually linked to the southern side by the tree line running along the pavement edge.

6.2 Area 2: Central hub

The key characteristics are:

- the junction of Golders Green Road, Finchley Road and North End Road, the crossroads is focussed on the centrally sited War Memorial

- this part of North End Road takes on a busy urban feel fronted by the railway, bus station and the nearby shopping parades



- rear service roads are busy with business activity, although cluttered and untidy in places. St Albans Lane houses a collection of light industrial and business uses in the block to the rear of the shops. Access to the flats above the shops is provided via a plethora of external staircases
- of particular note are the shopping parades on North End Road, which are locally listed. Of red brick with stone detailing and embellishment, they have a lively roofline created by an array of decorative gables, a cohesive and regular rhythm which include features of individual and unique design such as cupolas and bays. They link into 642 – 616 Finchley Road and create a cohesive and regular block
- the railway buildings to the north of the station are 20th century in design and detailing. Of red brick with classical detailing. The depot and shunting sheds are of simple utilitarian design, but well-designed and notable of their type (see photo on page 30).



- the secondary station entrance onto Finchley Road, together with the flanking retail units, is notable in design and detailing

- the railway arches adapted and used as industrial units have a busy and intimate feel
- the notable shopping parade at 867 – 893 Finchley Road running into 1 – 21 Golders Green Road is of red/orange brick in the early English Art Nouveau style by Morrison Garood 1911. It has a lively and interesting roofline with copper finials and small roofs to bays, ornate stone surrounds, canted bays, rising to dormers, which break the roofline. Prominent gables punctuate the busy roofscape
- the prominently located bank at 897 Finchley Road, grade II listed, marks the junction into Golders Green Road. Of individual classical design in Portland stone, its gentle curves guide the eye around into the main shopping street
- The Hippodrome, which the Theatre Trust (the National Advisory Public Body for Theatre) considers to be a “substantial building which should be retained...as its significance has a local dimension... and therefore will have been a focal point for cultural activity in the community”.
- the small green open space in front of the station provides the only green open space in the area, although compromised by limited planting and traffic noise
- the Pump House on the western side of Finchley Road is a fine Victorian structure, although its setting is compromised by car parking.

6.3 Area 3: Golders Green Road Parades



Cheapside, Golders Green Road



The Promenade at 25 – 103 Golders Green Road

The key characteristics are:

- the main frontage is exclusively retail, with light industrial uses in the rear service roads
- two long, distinctive and cohesive three and four storey shopping parades of high quality, with apartments above. Grade II listed. Both designed by Herbert Welch and H. Clifford Hollis as a set piece forming the heart of the Golders Green Town Centre. Namely, Cheapside at 10 – 90 Golders Green Road and The Promenade at 25 – 103 Golders Green Road, both built in the first phase of development between 1909 – 1914
- the Promenade is in the form of a curved terrace in the English Renaissance style. Of red/brown brick with stone and timber dressings, tiled roof, copper sheathed finials and dome, cast iron railings and granite pilasters between the shop fronts

- Cheapside is in the Arts and Crafts style, in dark red brick with hipped and gabled orange plain tiled roofs
- the long principal frontages are relieved by varied wall, fenestration and roof details providing rhythmic relief and interest e.g. The Promenade, two end sections (25 – 45 and 75 – 103) have upper floors projecting to the street line whilst 47 – 73 has recessed upper floors recessed behind railings with a regular series of canted bays and dormers punching through the roof
- steeply pitched roofs and prominent brick chimneys
- fine terminating buildings on all corners including No's 25, 103, 4 – 8 and 90 Golders Green Road which mark street corners using an increase in height, brick or stone banding and quoins, prominent chimney stacks, often diagonally set, canted bays, and chimneys



Steeply pitched clay tile roof with prominent chimneys and partial timber cladding



Telephone Exchange Buildings

- 92 – 104 and 106 – 113a are two storey parades of lesser quality
- rear service mews/roads behind the parades at Golders Way and Accommodation Road. They have a quiet and private feel. Neat service buildings possibly previously used for storage in association with the frontage retail uses
- the modest scaled service buildings in Accommodation Road which have been converted to office and light industrial use. Notable cobbles over the full width of the road
- Golders Way Service buildings are well designed brick and tile structures now mainly used with residential properties in Golders Green Crescent
- Telephone Exchange, Hoop Lane, two storeys, of red brick in Classical style. Good example of its type.

6.4 Area 4: Armitage Road – western end



Exchange Mansions, Golders Green Road



Parades of shops

The key characteristics are:

- exclusively retail, with some town centre uses such as a church and synagogue. Beyond the Conservation Area boundary, the character changes sharply from High Street uses to residential
- a number of traditional uses serving the local community such as kosher butchers, patisseries, and delicatessens, along with well known and well established outlets such as Dizengoff's Restaurant



St. Michael's Church



Garages in Broadwalk Lane

- parades of shops primarily from the second phase of building, lacking the distinctiveness, quality or cohesiveness of those at the eastern end of Golders Green Road, but still of collective value
- built at different times by various architects, although some notable names appear such as Herbert Welch
- pleasing parade at Exchange Mansions by Herbert Welch, of brown brick and stucco (115 – 127 Golders Green Road)
- St. Michael's Church, which marks the edge of the Conservation Area, by John T. Lee, dated 1913 in Gothic style

- street trees provide a frontage for the church, frame views and create suburban transition to the residential area beyond
- Broadwalk Lane, a quiet service road of two storey garages with other uses above including a small synagogue
- car mechanics and other businesses occupy the arches under the railway bridge, creating an industrious atmosphere.

Section 7 Issues

7.1 Issues and threats

This list considers a range of problems, not all necessarily within the control of the council. This list is indicative and will be subject to regular review as part of the council's commitment to the proper management of Golders Green Town Centre Conservation Area.

7.2 Public realm

Street furniture is often varied, poorly sited and sometimes of inappropriate design. In particular the siting of large, free-standing advertisement panels within the pavements detracts from the special character and appearance of the Conservation Area. Pavements include a mixture of various colours and size of slabs with areas of black tarmac. The quality of paving is of varying quality in places but where repaving works have been carried out, using large module simple paving slabs of uniform colour, it is a great improvement and enhances the character and appearance of the Conservation Area. Some street trees are in need of management, in places where their roots have sometimes disrupted the surrounding area of paving. Due to the urban nature of the Conservation Area, there is a lack of planting and greenery.

Some traffic measures fail to take account of the special qualities of the Conservation Area and future works should follow current best practice outlined in English Heritage guidance "Streets for All" and Department of Transport advice set out in Traffic bulletin 1/96. The numerous signalled crossings together with signs, bollards, lights, coloured and textured paving, guard railings etc. fail to take account of the special qualities of the area and add clutter to the streetscene. Traffic dominates with heavy on-street parking for servicing and retail users.

The rear service roads are busy, untidy, and cluttered in parts. The rears of the shops and apartments are spoiled by an array of flues, air conditioning units, external staircases, multiple entrances, cramped off street parking and untidy refuse facilities.

7.3 Inappropriate recent development

Some recent developments e.g. rear of nos. 105 – 113a Golders Green Road, fail to respect the sensitive setting of the Conservation Area, or reflect the quality of the historic environment.

No original shopfronts have survived, with the recent removal of the last original shopfront at 75 Golders Green Road. As consent has not been approved for this change, which has damaged the character and appearance of both a listed building and the Conservation Area, enforcement action is currently being undertaken. New shop front design has not achieved the highest quality and consequently failed to enhance the character and appearance of the Conservation Area. Recent shopfronts approved at Nos. 29 – 37, The Promenade set a higher standard for shopfront design (see photo on page 34) and exemplify the kind of approach the council will expect to take in the future (as outlined in Recommendation 4 on page 48).

In addition some buildings, including Statutorily Listed Buildings, have suffered from inappropriate alterations, such as the removal of original architectural details, notably finials to dormers on 867 – 893

Finchley Road, leaded lights, corbels, pilasters, along with the addition of upvc windows and doors, removal of glazing divisions, use of modern roofing materials, over-sized and poorly located roof lights, security lights and satellite dishes, all of which are considered unacceptable and require council consent which has not in many cases been sought or granted.

7.4 Development pressures

Golders Green is subject to intense development pressure. New development has tended to be intensive, reflecting the high property values. Shops regularly change hands, requiring new shop fronts and advertisements. Alterations to mews buildings to accommodate new uses have in places failed to reflect the quality of surrounding development.

Shopfronts are often modern and inappropriate in materials and design. Fascias in particular are generally very deep and unco-ordinated within the parades. Colours are garish. Some shopfronts have an unkempt appearance which detracts from the special character of the building of which it forms a part. Shopfronts often span two units or divide one unit failing to reflect the spacing/division above ground floor level in the shopfront design, which disrupts the rhythm and regularity within the parades.

Advertisements are prolific, sometimes of inappropriate design, size, materials and colour. In places siting at high level creates visual clutter. Many advertisements are lit by internally illuminated signs or the addition of large and numerous projecting lamps which create clutter and can look unsightly.

7.5 Buildings at risk

Buildings are poorly maintained in places, most notably above ground floor level, particularly the upper floors, which includes replacement upvc windows and removal of glazing divisions, removal of original doors and pipe work, addition of satellite dishes, roof lights and estate agents' boards which are eroding the special character of the area. Original architectural features have been removed in places, notably finials to dormers on 867 – 893 Finchley Road, leaded lights, corbels and pilasters.

Many garage/storage buildings in Golders Way are vacant as they are too small to accommodate a modern car. In many cases they are in a poor state of repair.

Part 2 Management proposals

Section 1 Introduction

The designation of a conservation area is not an end in itself. The purpose of these Management Proposals is to identify a series of possible initiatives, which can be undertaken to achieve the preservation and enhancement of the Conservation Area, based on the assessment of the area's special character, which has been provided in the Character Appraisal.

This document satisfies the statutory requirement of section 71(1) of the Planning (Listed Buildings & Conservation Areas) Act 1990 namely:

“It shall be the duty of the local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any part of their area which are conservation areas.”

Section 69(2) states:

“It shall be the duty of the local planning authority from time to time to review the past exercise of functions ... and determine whether any further parts of their area should be designated as conservation areas”

This document also follows Government guidance as set out in Planning Policy Statement 5 'Planning for the Historic Environment', English Heritage guidance entitled 'Guidance on the management of conservation areas', policies within Barnet's adopted UDP 2006 and any other policies which supercede this together with published planning guidance such as Barnet's suite of design guidance notes.

Section 2 Recommendations

2.1 Statutory controls

Designation of a conservation area brings a number of specific statutory provisions aimed at assisting the 'preservation and enhancement' of the area. These controls include requiring Conservation Area Consent for the demolition of any unlisted building, fewer permitted development rights for alterations and extensions, restrictions on advertisements and requiring notice for proposed works to trees.

Recommendation 1:

Barnet Council will seek to ensure that new development within the Conservation Area preserves or enhances the special character or appearance of the area in accordance with national legislation and policies, Barnet's adopted UDP 2006 policies and emerging Local Development Framework (LDF) and other guidance.

2.2 Listed buildings

Listed buildings are protected by law as set out in the Planning (Listed Building and Conservation Area) Act 1990 and within Planning Policy Statement 5 (PPS5) are considered to be "designated heritage assets". The listing covers both the inside and outside of the building and protection of its special architectural or historical interest.

Listed building controls come under the responsibility of Barnet Council. It is a criminal offence to carry out works which would affect the special interest of a listed building, either internally or externally. Consent for demolition of listed buildings or works which would have a detrimental effect on the special architectural or historic character of the building will normally be refused in line with guidance given in Planning Policy Statement 5 on the historic environment. Any applications for works to listed buildings would be expected to be accompanied by a level of detail sufficient to enable an accurate assessment of their impact on the listed building and a justification for the work. The provision of archive drawings will be required where necessary.

Barnet Council has special legal powers to take enforcement action if any unauthorised works are carried out which might affect the special character of a listed building.

Extensions and alterations to listed buildings should conform to relevant policies in Barnet Council's adopted UDP 2006 and emerging LDF. Works to listed buildings should normally:

- respect the special historic and architectural interest of the building
- respect the original design, internal plan form, features of interest and historic fabric of the building
- respect the design and character of the original building both internally and externally
- respect the setting of the listed building, which is an essential part of the building's character
- use high quality materials and detailing.

Recommendation 2:

The council will seek to ensure that all works to listed buildings preserve the building together with its setting and any features of architectural or historic interest which it may possess in accordance with national legislation and policies, Barnet's UDP policies, and emerging LDF, and other guidance.

2.3 Buildings of local architectural or historic interest and significant unlisted buildings

In addition to the statutory listed buildings, there are individual buildings and groups, which are of considerable local interest. These are included in the council's Local List and the council will seek to retain these buildings and ensure that new development does not harm the character, appearance or setting of the building. The council will determine applications which affect locally listed buildings in accordance with policies HC14 and HC15 of Barnet's UDP 2006 and policy DM04 of the emerging LDF. There are presently 19 locally listed buildings within the Conservation Area (See section 5, Appendix 2).

The character appraisal process has identified buildings or groups of buildings which, because of their particular architectural or historic qualities, should be added to the local list. The criteria used to select buildings for the local list are as follows:

1. Most buildings erected before 1840, which survive in largely original condition
2. Buildings erected after 1840 which fall into one or more of the following categories:

having special value within certain types, historic or architectural, (for instance industrial buildings, railway stations, schools, civic buildings, cinemas, almshouses etc.)

displaying technological innovations or virtuosity (for instance cast iron, prefabrication or early use of concrete)

having group value (for instance squares, terraces or model villages)

illustrating social development and economic history

of good design, reflecting period detail and style

designed by a well known architect of national or local reputation

3. Buildings which have an association with local characters or events
4. Street furniture of special or unique design, or of local historic interest
5. Statues, monuments and Mausolea which have local historic or architectural value.

The following buildings fall within this criteria:

- Exchange Mansions, Golders Green Road
- 2 – 2a Golders Green Road
- The Parade, 616 – 642 Finchley Road

- Crescent Parade, 867 – 893 Finchley Road and 1 – 21 Golders Green Road
- Telephone Exchange, Hoop Lane
- the Refectory Public House at No. 911 Finchley Road
- St. Michaels Church, The Ridings
- West Heath Court, North End Road
- Annandale House, West Heath Avenue
- water troughs at The War Memorial, Golders Green Road/Finchley Road.

The Townscape Appraisal map also identifies a number of unlisted buildings, which are considered to make a positive contribution to the character and appearance of the Conservation Area. These include a number of early 20th century shopping parades, some by notable architects. These are marked as 'positive' on the Townscape Appraisal map. The council will ensure all applications for extensions and alterations to these buildings are particularly carefully considered.

Recommendation 3:

The council will consider the buildings set out above for inclusion in the Local List. In addition the council will seek to ensure that all significant unlisted buildings (as marked on the Townscape Appraisal map) are protected from inappropriate forms of development or unjustified demolition.

2.4 Shopfronts and advertisements

The council has already produced general shop front and advertisement guidance (Design Guidance Notes 1 and 10). Design Guidance Note 10: Shopfronts has recently been revised and re-issued along with a new summary leaflet. This advice is particularly important to ensure appropriate materials and design details are used for the 20th century shopping parades in the Golders Green Town Centre Conservation Area. A high quality shopfront design is now being sought in Golders Green as shopfronts come forward for renewal and some success has been achieved thus far, such as Specsavers and Sainsbury's Local in the Promenade on Golders Green Road. In addition the council will ensure that all applications are determined in line with existing advice, including the appropriate design of advertisements, illumination and security measures such as shutters.

Recommendation 4:

The council will strongly promote the existing shop front design guidance and summary leaflet that has recently been issued. This guidance advises on the use of materials and designs, especially in the light of the number of listed buildings that incorporate retail units. All applications for new shop fronts, advertisements, illumination and security measures will be determined in accordance with existing policies in Barnet's UDP 2006 and published Design Guidance Notes 1 and 10. The council will take enforcement action against unlawful and unsympathetic shopfronts and advertisements in the town centre.

2.5 Public realm

Throughout the Conservation Area, there is a variety of street furniture, signage, traffic signals, crossing points, railings, paving types and road lines. Over time, if funds become available, it may be possible to pursue a more consistent and restrained approach to the overall appearance of the public realm, to reduce the number and differing styles of street furniture and to create a calmer, greener, more cohesive and attractive setting for the buildings in the Conservation Area. There are existing historic features such as street names, granite kerbs and cobbles which are considered important and should always be retained within new schemes.

Recommendation 5:

Any future traffic management and public realm works to be implemented with reference to the Department of Transport/English Heritage Traffic Advisory Leaflet 1/96 'Traffic Management in Historic Areas' and English Heritage best practice guidance 'Streets for All' with the aim to create a more cohesive appearance to the public realm. Transport for London will be consulted on any future highway and traffic proposals.

Section 3 Document review

This document should be reviewed every five years in light of emerging government policy, Barnet's UDP and forthcoming LDF. A review should include the following:

- a survey of the Conservation Area and its boundaries
- an assessment of whether the management proposals detailed in this document have been acted upon, including proposed enhancements
- the production of a short report detailing the findings of the survey and proposed actions and amendments
- public consultation on the review findings, any proposed changes and input into the final review.

Section 4 Appendix 1

4.1 Statutorily listed buildings

The following buildings make a contribution to the character and appearance of the Conservation Area. They include statutorily listed buildings and locally listed buildings. Other unlisted buildings may also make a contribution to the area.

English Heritage is responsible for the administration of the statutory listing system. Each building has been assessed against national criteria for their architectural or historic interest. Buildings are classified into grades to show their relative importance as follows:

- Grade I – these are buildings of exceptional interest
- Grade II* – these are particularly important buildings of more than special interest
- Grade II – these are buildings of special interest, which warrant every effort being made to preserve them.

Anyone who wants to demolish a listed building or to alter or extend one in any way that affects its character must obtain listed building consent from the Local Planning Authority. It is an offence to demolish, alter or extend a listed building without listed building consent and the penalty can be a fine of an unlimited amount or up to two years imprisonment, or both.

Area 1	Grade	Date
Church of St Alban the Martyr, North End Road	II	C. 1932
Golders Green Hippodrome , North End Road	II	1913
Area 2		
4 – 8 (even) Golders Green Road	II	C. 1921
Cheapside, 10 – 90 (even) Golders Green Road	II	C. 1911
The Promenade, 25 – 89 & 91 – 103 Golders Green Road	II	1909
897 Finchley Road	II	1921
The War Memorial, Golders Green Road/ Finchley Road	II	1923

Section 5 Appendix 2

5.1 Locally listed buildings

This schedule is a listing of buildings of local interest, which are considered to significantly contribute to Golders Green's heritage and character. It is produced by the Local Planning Authority and supplements the statutory list. The two lists therefore provide a comprehensive inventory of the areas historic built fabric. Although the buildings on the local list do not benefit from statutory protection, current adopted local policy seeks to preserve or enhance these buildings wherever possible.

2 – 38 (even) North End Road	locally listed 30/04/86
St. Albans Church Hall, West Heath Drive	locally listed 30/04/86

Section 6 Bibliography

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Section 7 Appendix 3

7.1 Townscape appraisal map

